A fourth exemplary embodiment of the present invention relates to an information recommendation apparatus comprising:

Please replace the paragraph beginning at page 8, line 5:

A fifth exemplary embodiment of the present invention relates to an information recommendation apparatus comprising:

Please replace the paragraph beginning at page 8, line 24:

A sixth exemplary embodiment of the present invention relates to an information recommendation apparatus according to the fifth exemplary embodiment, wherein the number of registration times of said user is determined (a) by checking the access history of said user with respect to registration or (b) by assigning the user ID of the registrant to said content and by using said user ID.

Please replace the paragraph beginning at page 9, line 6:

A seventh exemplary embodiment of the present invention relates to an information recommendation apparatus comprising:

Please replace the paragraph beginning at page 9, line 23:

An eighth exemplary embodiment of the present invention relates to an information recommendation apparatus according to the seventh exemplary embodiment, wherein the conditions to be input to said condition input means are those extracted on the basis of contents registered in the past by a user who will receive recommendation.

Please replace the paragraph beginning at page 10, line 4:

A ninth exemplary embodiment of the present invention relates to an information recommendation apparatus according to the seventh exemplary embodiment, wherein the characteristic of each item of said user is obtained by calculation each time said user registers said data.

Please replace the paragraph beginning at page 10, line 9:

A tenth exemplary embodiment of the present invention relates to an information recommendation apparatus according to the seventh exemplary embodiment, wherein the conditions to be input to said condition input means are

extracted on the basis of contents recommended in the past to a user who is attempting to receive recommendation or on the basis of contents recommended to and specified by said user.

Please replace the paragraph beginning at page 10, line 17:

An eleventh exemplary embodiment of the present invention relates to an information recommendation apparatus according to the tenth exemplary embodiment, wherein the characteristic of each item of said user is obtained by calculation by characteristic calculation means each time said user receives recommendation or each time said user receives recommendation and specifies the contents.

Please replace the paragraph beginning at page 10, line 25:

A twelfth exemplary embodiment of the present invention relates to an information recommendation apparatus according to the eighth or tenth exemplary embodiments, wherein, when said conditions are extracted from said contents, said conditions having tendencies opposite to those of said contents are extracted.

Please replace the paragraph beginning at page 11, line 6:

A thirteenth exemplary embodiment of the present invention relates to an information recommendation apparatus according to the seventh exemplary embodiment, wherein said condition input means inputs said externally input conditions and said automatically extracted conditions, and

Please replace the paragraph beginning at page 11, line 16:

A fourteenth exemplary embodiment of the present invention relates to an information recommendation apparatus comprising:

Please replace the paragraph beginning at page 12, line 21:

A fifteenth exemplary embodiment of the present invention relates to an information recommendation apparatus comprising:

Please replace the paragraph beginning at page 13, line 15:

A sixteenth exemplary embodiment of the present invention relates to an information recommendation apparatus comprising:

Please replace the paragraph beginning at page 14, line 21:

a^{17}

A seventeenth exemplary embodiment of the present invention relates to an information recommendation apparatus comprising:

Please replace the paragraph beginning at page 15, line 16:

a^{18}

An eighteenth exemplary embodiment of the present invention relates to an information recommendation apparatus comprising:

Please replace the paragraph beginning at page 16, line 16:

a^{19}

A nineteenth exemplary embodiment of the present invention relates to an information recommendation apparatus according to the seventeenth or eighteenth exemplary embodiments, wherein

Please replace the paragraph beginning at page 16, line 24:

a^{20}

A twentieth exemplary embodiment of the present invention relates to an information recommendation apparatus according to one of the first to sixth and thirteenth to nineteenth exemplary embodiments, wherein said condition input means inputs said conditions by using a one-dimensional or two-dimensional interface.

Please replace the paragraph beginning at page 17, line 5:

a^{21}

A twenty-first exemplary embodiment of the present invention relates to an information recommendation apparatus according to one of the first to nineteenth exemplary embodiments, wherein said recommendation means does not recommend said contents recommended to a user in a predetermined period in the past to said user again.

Please replace the paragraph beginning at page 17, line 11:

a^{22}

A twenty-second exemplary embodiment of the present invention relates to an information recommendation apparatus according to one of the first, second, and fifth to nineteenth exemplary embodiments, wherein said recommendation means selects and recommends contents including a character string coincident with the character string included in said input conditions from said content database.

Please replace the paragraph beginning at page 17, line 18:

A twenty-third exemplary embodiment of the present invention relates to an information recommendation apparatus comprising:

Please replace the paragraph beginning at page 18, line 19:

A twenty-fourth exemplary embodiment of the present invention relates to an information recommendation system comprising:

Please replace the paragraph beginning at page 19, line 11:

A twenty-fifth exemplary embodiment of the present invention relates to an information recommendation system comprising:

Please replace the paragraph beginning at page 20, line 4:

A twenty-sixth exemplary embodiment of the present invention relates to an information recommendation system comprising:

Please replace the paragraph beginning at page 20, line 23:

A twenty-seventh exemplary embodiment of the present invention relates to an information recommendation system comprising:

Please replace the paragraph beginning at page 21, line 17:

A twenty-eighth exemplary embodiment of the present invention relates to an information recommendation system comprising:

Please replace the paragraph beginning at page 22, line 12:

A twenty-ninth exemplary embodiment of the present invention relates to an information recommendation system comprising:

Please replace the paragraph beginning at page 23, line 6:

A thirtieth exemplary embodiment of the present invention relates to an information recommendation system comprising:

Please replace the paragraph beginning at page 24, line 11:

A thirty-first exemplary embodiment of the present invention relates to an information recommendation system comprising:

Please replace the paragraph beginning at page 25, line 7:

A thirty-second exemplary embodiment of the present invention relates to an information recommendation system comprising:

Please replace the paragraph beginning at page 26, line 11:

A thirty-third exemplary embodiment of the present invention relates to an information recommendation system comprising:

Please replace the paragraph beginning at page 27, line 8:

A thirty-fourth exemplary embodiment of the present invention relates to an information recommendation system comprising:

Please replace the paragraph beginning at page 28, line 9:

A thirty-fifth exemplary embodiment of the present invention an information recommendation system comprising:

Please replace the paragraph beginning at page 29, line 12:

A thirty-sixth exemplary embodiment of the present invention relates to a program, in an information recommendation apparatus according to the first exemplary embodiment, for making a computer function as all or part of recommendation means of selecting and recommending contents coincident with or similar to conditions input by condition input means of inputting said conditions represented by predetermined items and attribute values corresponding thereto designated through the terminal of a user via the Internet, from among contents formed of plural pieces of data having plural items and attribute values corresponding thereto and stored in a content database in which said contents are registered by registration means.

Please replace the paragraph beginning at page 29, line 25:

A thirty-seventh exemplary embodiment of the present invention relates to a program, in an information recommendation apparatus according to one of second to fourteenth and sixteenth to eighteenth exemplary embodiments, for making a

computer function as all or part of recommendation means of selecting and recommending contents coincident with or similar to conditions input by condition input means of inputting said conditions represented by predetermined items and attribute values corresponding thereto, from among contents formed of plural pieces of data having plural items and attribute values corresponding thereto and stored in a content database in which said contents are registered by registration means.

Please replace the paragraph beginning at page 30, line 13:

A thirty-eighth exemplary embodiment of the present invention relates to a program, in an information recommendation apparatus according to the fifteenth exemplary embodiment, for making a computer function as all or part of recommendation means of selecting and recommending recipes coincident with or similar to conditions input by condition input means of inputting said conditions represented by predetermined items and attribute values corresponding thereto, from among said recipes formed of plural pieces of data having plural items and attribute values corresponding thereto and stored in a content database in which said recipes are registered by registration means.

Please replace the paragraph beginning at page 30, line 25:

The thirty-ninth exemplary embodiment of the present invention relates to a program, in an information recommendation apparatus according to the twenty-third exemplary embodiment, for making a computer function as all or part of recommendation means, in the case when recommendation is performed to said user having an input user ID, of specifying other users whose characteristic information coincident with or similar to said characteristic information to said user having said user ID by using characteristic information, and of selecting and recommending only the contents not recommended to said user having said user ID or the contents recommended to but not specified by said user from among contents registered in the past by said specified user, contents recommended to said user or contents recommended to and specified by said user, from among contents formed of plural pieces of data having plural items and attribute values corresponding thereto and stored in a content database in which said contents are registered by registration means.

Please replace the paragraph beginning at page 31, line 19:

In the twenty-eighth exemplary embodiment of the present invention, the number of registration times of the user may be determined (a) by checking the access history of the user with respect to registration or (b) by assigning the user ID of the registrant to the content and by using the user ID.

Please replace the paragraph beginning at page 31, line 24:

In the twenty-ninth exemplary embodiment of the present invention, the conditions to be input to the condition input means may be those extracted on the basis of contents registered in the past by a user who will receive recommendation.

Please replace the paragraph beginning at page 32, line 3:

In the twenty-ninth exemplary embodiment of the present invention, the system may be provided with a characteristic calculation means of obtaining the characteristic of each item of the user by calculation each time the user registers the data.

Please replace the paragraph beginning at page 32, line 7:

In the twenty-ninth exemplary embodiment of the present invention, the conditions to be input to the condition input means may be those extracted on the basis of contents recommended in the past to a user who is attempting to receive recommendation or on the basis of contents recommended to the user and specified by the user.

Please replace the paragraph beginning at page 32, line 23:

In the twenty-ninth exemplary embodiment of the present invention, the condition input means may input the externally input conditions and the automatically extracted conditions, and

Please replace the paragraph beginning at page 33, line 6:

In the thirty-third and thirty-fourth exemplary embodiments of the present invention, the system may be provided with an advertisement counter for counting the number of times the advertisement is specified, wherein

Please replace the paragraph beginning at page 33, line 12: